



# MOTOTRBO™ Brings Modern, Progressive Communications to Fulham Football Club



## Enhancing Safety of Players and the Public at London's Oldest Professional Football Club

With a history dating back to 1879, Fulham Football Club is renowned for discovering promising young talent. Nicknamed the "Cottagers" after the club's 25,000 all-seater stadium at Craven Cottage, southwest London, on the banks of the River Thames, the Fulham team's success has resulted in ticket demand growing year-on-year. Some 23 games, including Cup matches, are played each year at Craven Cottage, which has been the subject of millions of pounds worth of major refurbishment to consistently enhance and improve its facilities. Tickets for most games are sold out in advance and season ticket and membership numbers continue to rise beyond expectations. A winner of the Barclays Premier League Fair Play, and the Behaviour of the Public Leagues, Fulham FC also has a training ground six miles away at Motspur Park that is used by players at least five days a week for 10 months of the year.

### The Challenge: Clear Communications with Real-Time Staff Location Tracking and Guaranteed Secure Transmission

As satisfied long-term users of Motorola analogue two-way radio, Fulham FC was already enjoying instant communication between stewards, safety teams and ticket centre managers and catering crews on match days. Motorola radios were also used during training operations at Motspur Park and to coordinate maintenance operations at both venues. However the highly built-up area was resulting in poor transmission quality and communication black spots between Craven Cottage and the outlying car parks more than a mile from the grounds. In addition, high levels of background noise during games was affecting reception quality. The Club also wanted to optimise the security of the public and its many VIP guests by eliminating the possibility of eavesdropping by amateur scanners. Fulham was also keen to leverage advances in GPS technology to maximise the safety of its car park attendants and other staff operating alone or after dark through real-time location monitoring and tracking.

### The Solution: MOTOTRBO™ Digital Increases Range, Clarity and Security of Communications While Built-in GPS Boosts Staff Safety

Following a demonstration of how a MOTOTRBO™ digital solution could overcome the problems of analogue while providing customised, cost-effective, on-site communications, Fulham FC leased 167 MOTOTRBO units from its preferred partner and local Motorola Authorised Dealer. The radios were programmed by the dealer to the specific needs of the Club's different user groups and the nine-channel system was installed in a single day. MOTOTRBO's intuitive functionality enabled employees to migrate seamlessly from the analogue radios and become confident users after only a few minutes training.

#### Customer Profile

##### Company

Fulham Football Club

##### Technology Partner

Motorola Authorised Dealer

##### Service Provider

Motorola Authorised Dealer

##### Industry Name

Sport

##### Product Name

- MOTOTRBO DP3601 (15)
- MOTOTRBO DM3601 (1)
- MOTOTRBO DP3600 (149)
- MOTOTRBO DM300 (2)
- neoNytro

##### Solution Features

- Integrated GPS for real-time position tracking
- Text messaging alerts
- Secure transmission eliminates risk of eavesdropping
- Improved range and clarity with no black spots
- Customised, scalable, future-proofed solution

##### Benefits Features

- Improved security for lone workers
- Discreet communication with colleagues
- Messages transmitted and received first time
- Ability to integrate enhanced new features

“MOTOTRBO’s leading-edge functionality brings Fulham Football Club the benefits of world-class communications that are in keeping with our values as a modern, innovative club with stringent health and safety compliance and unrivalled customer service.”

## Ian Weller, Head of Security, Fulham Football Club

### Advanced Communications for a 21st Century Premier League Club

Fulham Football Club hosts 23 games and around 100 non-match day events each year and employs 600 full and part-time staff at its Craven Cottage stadium and Motspur Park training ground. The Club was promoted to the Premier League in 2001 and has the oldest professional team in London. Fulham upgraded its two-way radio communications system from analogue to MOTOTRBO digital to improve staff safety with real-time GPS monitoring, enjoy clearer transmission and eliminate communication black spots in the built-up London area.

The Club’s 15 MOTOTRBO DP3601 hand portables, which have been programmed with the neoNytro premium GPS tracking application, are used by security officers and car park managers on match days. If the emergency button is activated the radio’s geographical coordinates are flagged to a MOTOTRBO DM3601 mobile. The radio’s movements can then be monitored in real-time to speed up emergency response times. On non-match days, the DP3601s are used to protect maintenance crews working at Craven Cottage or Motspur Park.

The Club’s ticketing managers, turnstile operatives, press and catering crews use MOTOTRBO DP3600 hand portables to liaise with colleagues and the control room managers who operate two DM300 mobile radios. Most users broadcast messages to all others on their own channel, while managers and team leaders can speak on a one-to-one basis to contacts on their caller lists and also have the facility to scan traffic on all nine channels.

Senior staff make use of MOTOTRBO’s integrated text messaging to liaise discreetly with colleagues without being overheard by other staff or members of the public. Motorola’s pre-set text messaging functionality is used to send status messages, such as announcing the arrival of the Club chairman or other VIPs before the start of a match.

In addition to league and Cup games, Craven Cottage hosts around 100 non-match day hospitality events such as weddings, corporate conferences and Christmas parties every year in its executive suites, lounges and bars. The MOTOTRBO™ radios allow staff in all functions to coordinate their activities and deliver excellent service to customers.

MOTOTRBO™ radios play a key role during training at Motspur Park where coaches and support staff use them to ensure the smooth running of practice events and help ensure the safety of players.

### The Benefits: Customised, Future-Proofed Business-Critical Communications at a Predictable Cost

MOTOTRBO™ has given Fulham a modern, scalable, high-functionality communications system that meets the needs of a progressive, forward-looking club. MOTOTRBO’S GPS functionality helps ensure maximum safety for employees, players and members of the public by tracking staff movements and transmitting their coordinates at pre-programmed intervals to controllers. Digital’s ability to reject static and noise has resulted in clear, unbroken, reliable communications and eliminated black spots. Motorola’s IMPRES™ battery technology provides longer talk time while flexible programming options will allow Fulham to add new MOTOTRBO™-compatible functionality developed by Motorola and its partners quickly and cost-effectively whenever it needs to.

MOTOTRBO’s ease of use, combined with the expertise and support of a Motorola Authorised Dealer, greatly eased the migration from analogue to digital and allowed Fulham to switch users to the new radios immediately. Leasing the MOTOTRBO™ radios on a long-term rental gives the Club an end-to-end managed solution at a budgetable, all-in monthly cost. Additional units, pre-programmed to user specifications, can be acquired within 24 hours and in the unlikely event of a radio developing a fault it can be replaced by the dealer the same day.